

FREEDMAN & ASSOCIATES INC.  
MARKETING CONSULTANTS

# Turning Every Event into a PR Opportunity



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# About Freedman & Associates

- Marketing and public relations company
- Health and home care and organizations serving older adults, accounting firms, professional firms, business owners and entrepreneurs, and tech sector
- Strategic marketing, public relations, social media, business events and award programs, and branded promotions

# Agenda

- Why PR Matters for Home Care Professionals
- Integrating PR into Every Event
- Examples and Event Planning Cycle
- How the Media Works: Traditional and Social
- Measuring Success
- Enhancing your PR Efforts

# An Invitation for Home Care Ontario Members

- PR support call program
- 15 minute call per month with PR specialist Mary Ann Freedman or Adrian Rasiff
- Call 416-868-1500 during business hours



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# What is PR?

# Why PR Matters for Home Care Professionals

- Present a positive image
- Reputation
- Lead generation
- Community perception
- Ability to raise money
- Promote the company
- Employee engagement
- Issues Management
- Media relationships

# PR vs Advertising

- Less expensive and more convincing
- PR is seven times more credible than advertising
- PR has the potential for a broader reach than advertising
- News coverage generated by PR dwarfs the ROI of advertising

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# PR and Events

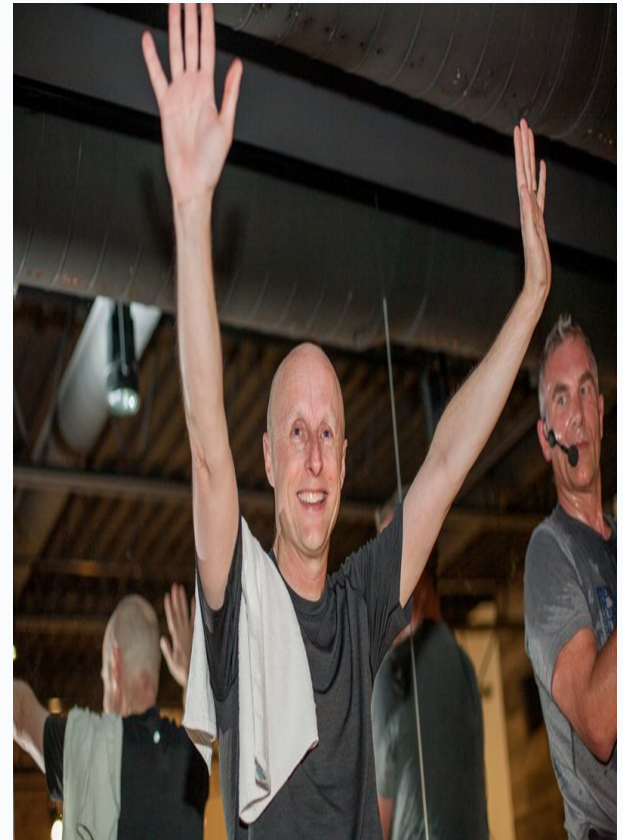


# Types of Events

- Trade shows
- Recruiting
- Giving back to the community
- Appreciation events
- Seminars and conferences
- Fundraising

# 1. Toronto Rehab Foundation

- Spin-a-thon to raise awareness and funds for Stroke Rehab Program
- An opportunity to bring together sponsors, donors and participants
- #RocketRide4Rehab
- Raised close to \$140,000



## 2. Be a Santa to a Senior™

- Gift giving program
- Engages seniors, retirement residences, community partners and the media
- Media coverage on TV, Print and Online (CogecoTV, Burlington Post and Snapd Burlington)



The Wellington Park Care Centre

# Engaging the Media for an Event

- Develop a PR plan/strategy
- Put together target list of media
- Write a media advisory/news release and send it out for 4 weeks in advance for calendars and listings
- Follow up with target media a week before the event
- Prepare to greet media at the event (media sign in sheet, getting permission from the location to bring in media)
- Train a spokesperson on key messages for interviews
- Monitor the coverage
- Spread the word across your other communication channels such as LinkedIn, Twitter, etc

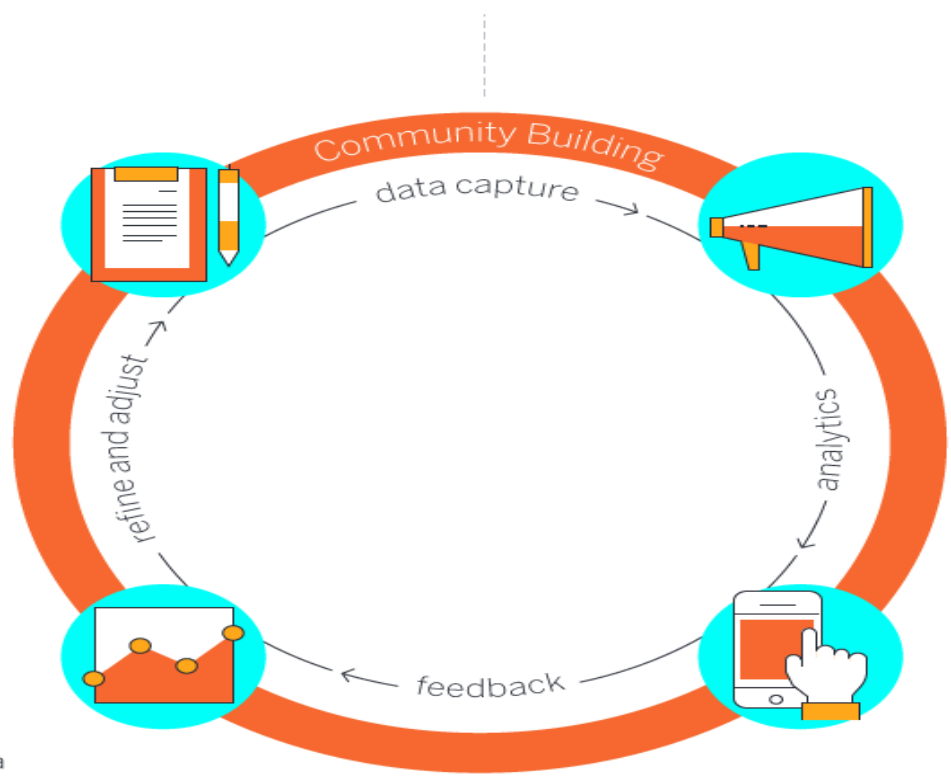
# The Event Planning Cycle

## Planning

- Market research
- Written plan
- Finalise budget
- Venue selection
- Vendor selection
- Secure sponsorship

## Promotion

- |               |             |
|---------------|-------------|
| Email         | PR          |
| Social media  | Discounts   |
| Partnerships  | Blog        |
| Word of Mouth | Direct mail |
| Advertising   | Eventbrite  |
| SEO           |             |



## Post-Event

- Event breakdown
- Reconcile budgets
- Thank you to everyone involved
- Share highlights & media
- Survey
- Analytics
- Wash-up meeting

## At-Event

- Smooth entry management
- Deliver the planned experience
- Capture and share highlights
- Experience your own event
- Note what works and what doesn't

**Eventbrite**

[www.eventbrite.co.uk](http://www.eventbrite.co.uk)

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# Why Do You Need PR?

# W5 Investigation – Revera Inc.

- Neglected Care
- 30 families sue nursing home giant
- The class action lawsuit is believed to be the first of its kind in Canada



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# How the Media Works



# Building Relationships with the Media

- Day in the life of a reporter
- How a story develops
- Identify your target media and the right contacts
- Importance of great content
- Timing is everything!

# Media Outlets in Canada

● Radio Stations	622
● TV Stations	118
● Business Publications	602
● Consumer Publications	624
● Community Newspapers	1149
● Daily Newspapers	114
● Cable TV Stations	850
● News/Wire Services	28
● Radio/TV Networks	32
● Ethnic Publications	432

# Online and Social Media Outlets

- LinkedIn
- Twitter
- Facebook
- YouTube
- Wired
- Techvibes



# How they Work Together

- News media provides accurate and impartial reporting
- Struggle between being fast and accurate
- Journalists are the professionals who filter raw information, check it for accuracy and make it available to the public
- “Verify then publish” vs “publish then verify” when anyone can publish freely
- LinkedIn is an important tool for building your company’s brand

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# Measuring Success (ROI)

# Measures of Success – News Media

- Tone of the coverage – positive, neutral, negative
- ROI vs other marketing channels such as advertising
- Number of interviews, stories and articles
- Feedback from clients, prospects and influencers
- Quality and number of leads

# Measures of Success – Social

- Increase in website traffic
- Number of influencers
- Lead generation
- Ranking in Google
- Increase in followers
- Number of click throughs, impressions, retweets and mentions from LinkedIn/Twitter

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# Final Thoughts



# Turning Events into a PR Opportunity

- Integrate PR into your event strategy
- Expand the reach for your event through the media
- Encourage and welcome selected media
- Thoughtful and engaging content and story ideas
- Prepare for interviews – develop key messages and complete media training
- Focus on building brand equity for your company
- Grow relationships with selected media
- Use our relationships and experience working with the media to draw attention to your organization

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